

SOFT POWER: Brand America (Screening Guide)

Name: _____

Produced by Marwan Bishara (AlJazeera)

1. What appear to be the basic foundational **questions** asked by the creators of this film? What types of things do they really want to know about? Identify and briefly describe them.
2. What arguments does it make about **“brands” and “branding”**? How do they originate in France?
3. What is **Saatchi and Saatchi**? Who is interviewed there? What things do they say about their “modern” approaches and HOW companies are viewed globally?
4. Who/what is J. Walter Thompson? What’s up with their **“the Land of Dreams Campaign?”** What are the problems with nation branding?
5. Where does **“Brand America/USA”** originally come from? What was emphasized and advertised with Brand America/USA?

6. What is meant by the notion that “brand USA even succeeds despite what the government does...or how it behaves”?
7. What is the **Voice of America**? What do its executives have to say about what they do?
8. What is **SOFT POWER**? How is it defined and by Joseph Nye?
9. What other nations can **compete** with Brand America? How has China attempted to create a **Chinese Dream**? What’s different about it?
10. What do **Chris Hedges** and **Judith McHale** contribute to notions of **EXCHANGE**, communication, and soft power collaboration? How does **FORCE** create problems with soft power?
11. **POSTSCRIPT**? What is the final message delivered in the postscript?